

AMENDMENTS TO THE CLAIMS:

The following listing will replace all prior versions of the claims in the application:

1. (currently amended) A customizable computerized system for providing access to specified Internet websites and comparable alternative websites utilizing telephone numbers as search queries, comprising:

means for receiving a system user search query for a specified Internet website in the form of a telephone number corresponding to said website's proprietor;

means for processing said user search query to provide access to said specified Internet website in response to said query;

means for providing a referential directory of additional Internet websites that are comparable to said specified Internet website, based on one or more customizable criteria for comparison; and

means for providing access to said additional Internet websites displayed in said referential directory~~that are comparable alternatives to said specified Internet website, said additional Internet websites being selected based on customizable criteria.~~

2. (original) The system of Claim 1, further comprising means for processing changes to Internet website addresses such that access to said websites is provided in response to user queries using either a prior address or a changed address.

3. (original) The system of Claim 1, further comprising means for displaying to users content from said Internet websites in a standardized format.

4. (original) The system of Claim 1, wherein said customizable criteria are provided by electronic communication from said user.

5. (original) The system of Claim 1, wherein said customizable criteria are preprogrammed into said system.

6. (currently amended) The system of Claim 1, wherein said means for providing a referential directory of additional Internet websites that are comparable to said specified Internet website, based on one or more customizable criteria for comparison ~~access to additional Internet websites that are comparable alternatives to said specified Internet website based on eustomizable criteria~~ comprises one or more databases containing data regarding characteristics of a plurality of Internet websites and one or more software applications that select said additional websites based on comparison of data pertaining to said specified website and data pertaining to said additional websites.

7. (original) The system of Claim 6, wherein said one or more software applications select additional websites based on comparison of information regarding the geographic location of the proprietors of the websites being compared.

8. (original) The system of Claim 6, wherein said one or more software applications select additional websites based on comparison of information regarding the products or services offered by the websites being compared.

9. (original) The system of Claim 6, wherein said one or more software applications select additional websites based on comparison of information regarding the prices for products or services offered by the websites being compared.

10. (original) The system of Claim 6, wherein said one or more software applications select additional websites based on comparison of information regarding the type of content provided by the websites being compared.

11. (original) The system of Claim 6, wherein said one or more software applications select additional websites based on comparison of information regarding the date of publication of content provided by the websites being compared.

12. (original) The system of Claim 1, further comprising means for receiving a system user search query for a specified electronic mail recipient in the form of a telephone number corresponding to said recipient;

means for processing said user search query to provide information pertaining to said recipient; and

means for sending electronic mail to said recipient.

13. (original) The system of Claim 12, wherein said means for sending electronic mail to said recipient further comprises means for sending said electronic mail to multiple alternate electronic mail addresses corresponding to said recipient, said alternate electronic mail addresses being selected based on customizable criteria.

14. (currently amended) A method for providing access to specified Internet websites and a referential directory of additional websites that are comparable to said specified Internet website, based on one or more customizable criteria for comparison,~~comparable alternative websites~~ utilizing telephone numbers as search queries, comprising the following steps:

receiving a system user search query for a specified Internet website in the form of a telephone number corresponding to said website's proprietor;

processing said user search query to provide access to said specified Internet website and a referential directory of additional websites that are comparable to said specified

Internet website, based on one or more customizable criteria for comparison, in response to said query;

~~selecting additional Internet websites that are comparable alternatives to said specified Internet website based on customizable criteria; and~~

providing access to said additional Internet websites.

15. (currently amended) A customizable computerized system for providing access to specified Internet websites and comparable alternative websites, comprising:

means for receiving a system user search query for a specified Internet website, wherein said user search query is in the form of the telephone number for the proprietor of said specified Internet website;

means for processing said user search query to provide access to said specified Internet website in response to said query and a referential directory of additional websites that are comparable to said specified Internet website, based on one or more customizable criteria for comparison; and

means for providing access to said additional Internet websites ~~that are comparable alternatives to said specified Internet website, said additional Internet websites being selected based on customizable criteria.~~

16. (original) The system of Claim 15, wherein search user query is in the form of a Domain Name.

17. (original) The system of Claim 15, further comprising means for processing changes to Internet website addresses such that access to said websites is provided in response to user queries using either a prior address or a changed address.

18. (original) The system of Claim 15, further comprising means for displaying to users content from said Internet websites in a standardized format.

19. (original) The system of Claim 15, wherein said customizable criteria are provided by electronic communication from said user.

20. (original) The system of Claim 15, wherein said customizable criteria are preprogrammed into said system.

21. (currently amended) The system of Claim 15, wherein said means for providing ~~access to additional Internet websites~~ said referential directory of additional websites that are comparable to said specified Internet website, based on one or more customizable criteria for comparison ~~that are comparable alternatives to said specified Internet website based on customizable criteria~~ comprises one or more databases containing data regarding characteristics of a plurality of Internet websites and one or more software applications that select said additional websites based on comparison of data pertaining to said specified website and data pertaining to said additional websites.

22. (original) The system of Claim 21, wherein said one or more software applications select additional websites based on comparison of information regarding the geographic location of the proprietors of the websites being compared.

23. (original) The system of Claim 21, wherein said one or more software applications select additional websites based on comparison of information regarding the products or services offered by the websites being compared.

24. (original) The system of Claim 21, wherein said one or more software applications select additional websites based on comparison of information regarding the prices for products or services offered by the websites being compared.

25. (original) The system of Claim 21, wherein said one or more software applications select additional websites based on comparison of information regarding the type of content provided by the websites being compared.

26. (original) The system of Claim 21, wherein said one or more software applications select additional websites based on comparison of information regarding the date of publication of content provided by the websites being compared.

27. (withdrawn, currently amended) ~~An advertising~~ method utilizing the system of Claim 1, comprising the following steps:

Including at least one website address and corresponding telephone number for each available ~~website proprietormerchant~~ in said system's searchable data free of charge to said ~~website proprietormerchant~~, for retrieval by system users in response to a user query for said ~~website proprietormerchant~~; and

including said ~~website proprietors'~~^{merchants'} information in system search results for user queries for comparable ~~merchantwebsite proprietors~~ free of charge to said ~~merchantwebsite proprietors~~.

28. (withdrawn, currently amended) ~~An advertising~~ method utilizing the system of Claim 1, comprising the following steps:

Including at least one website address and corresponding telephone number for each available ~~website proprietormerchant~~ in said system's searchable data free of charge to said ~~website proprietor merchant~~, for retrieval by system users in response to a user query for said ~~merchantwebsite proprietor~~; and

including enhanced information with respect to a website proprietor merchant in system search results for user queries for said merchantwebsite proprietor in exchange for payment of consideration therefor by said merchantwebsite proprietor.

29. (withdrawn, currently amended) The ~~advertising~~ method of Claim 27, further comprising the step of including enhanced information with respect to a website proprietor merchant in system search results for user queries for said merchantwebsite proprietor in exchange for payment of consideration therefor by said merchantwebsite proprietor.

30. (withdrawn, currently amended) The method of Claim 27, wherein said enhanced website proprietor merchant information comprises one or more additional website addresses for said merchantwebsite proprietor.

31. (withdrawn, currently amended) The method of Claim 28, wherein said enhanced website proprietor merchant information comprises one or more additional website addresses for said merchantwebsite proprietor.

32. (withdrawn, currently amended) The method of Claim 29, wherein said enhanced merchantwebsite proprietor information comprises one or more additional website addresses for said merchantwebsite proprietor.

33. (withdrawn, currently amended) The method of Claim 27, wherein said enhanced merchantwebsite proprietor information comprises one or more additional telephone numbers for said merchantwebsite proprietor.

34. (withdrawn, currently amended) The method of Claim 28, wherein said enhanced ~~merchant~~website proprietor information comprises one or more additional telephone numbers for said ~~merchant~~website proprietor.

35. (withdrawn, currently amended) The method of Claim 29, wherein said enhanced ~~merchant~~website proprietor information comprises one or more additional telephone numbers for said ~~merchant~~website proprietor.

36. (withdrawn, currently amended) The method of Claim 27, wherein said enhanced ~~merchant~~website proprietor information comprises providing said information in emphasized form.

37. (withdrawn, currently amended) The method of Claim 28, wherein said enhanced ~~merchant~~website proprietor information comprises providing said information in emphasized form.

38. (withdrawn, currently amended) The method of Claim 29, wherein said enhanced ~~merchant~~website proprietor information comprises providing said information in emphasized form.

39. (withdrawn, currently amended) An ~~advertising~~ method utilizing the system of Claim 1, comprising the following steps:

Including at least one website address and corresponding telephone number for each available ~~merchant~~website proprietor in said system's searchable data free of charge to said

merchantwebsite proprietor, for retrieval by system users in response to a user query for said merchantwebsite proprietor; and

including enhanced information with respect to a merchantwebsite proprietor in system search results for user queries for comparable merchantwebsite proprietors in exchange for payment of consideration therefor by said merchantwebsite proprietor.

40. (withdrawn, currently amended) The advertising method of Claim 39, further comprising the step of including said merchantwebsite proprietor's information in system search results for user queries for comparable merchantwebsite proprietors free of charge to said merchantwebsite proprietors.

41. (withdrawn, currently amended) The advertising method of Claim 39, further comprising the step of including enhanced information with respect to a merchantwebsite proprietor in system search results for user queries for said merchantwebsite proprietor in exchange for payment of consideration therefor by said merchantwebsite proprietor.

42. (withdrawn, currently amended) The method of Claim 39, wherein said enhanced information comprises one or more additional website addresses for said merchantwebsite proprietor.

43. (withdrawn, currently amended) The method of Claim 40, wherein said enhanced information comprises one or more additional website addresses for said merchantwebsite proprietor.

44. (withdrawn, currently amended) The method of Claim 41, wherein said enhanced information comprises one or more additional website addresses for said ~~merchant~~website proprietor.

45. (withdrawn, currently amended) The method of Claim 39, wherein said enhanced information comprises one or more additional telephone numbers for said ~~merchant~~website proprietor.

46. (withdrawn, currently amended) The method of Claim 40, wherein said enhanced information comprises one or more additional telephone numbers for said ~~merchant~~website proprietor.

47. (withdrawn, currently amended) The method of Claim 41, wherein said enhanced information comprises one or more additional telephone numbers for said ~~merchant~~website proprietor.

48. (withdrawn) The method of Claim 39, wherein said enhanced information comprises providing said information in emphasized form.

49. (withdrawn) The method of Claim 40, wherein said enhanced information comprises providing said information in emphasized form.

50. (withdrawn) The method of Claim 41, wherein said enhanced information comprises providing said information in emphasized form.

51. (withdrawn, currently amended) An ~~advertising~~ method utilizing the system of Claim 1, comprising the following steps:

Including at least one website address and corresponding telephone number for each available merchantwebsite proprietor in said system's searchable data free of charge to said merchantwebsite proprietor, for retrieval by system users in response to a user query for said merchantwebsite proprietor;

including said merchantwebsite proprietor's information in system search results for user queries for comparable merchantwebsite proprietors free of charge to said merchantwebsite proprietors;

including enhanced information with respect to a merchantwebsite proprietor in system search results for user queries for said merchantwebsite proprietor in exchange for payment of consideration therefor by said merchantwebsite proprietor; and

including enhanced information with respect to a merchantwebsite proprietor in system search results for user queries for comparable merchantwebsite proprietors in exchange for payment of consideration therefor by said merchantwebsite proprietor.

52. (withdrawn, currently amended) The method of Claim 51, wherein said enhanced information comprises one or more additional website addresses for said merchantwebsite proprietor.

53. (withdrawn, currently amended) The method of Claim 51, wherein said enhanced information comprises one or more additional telephone numbers for said merchantwebsite proprietor.

54. (withdrawn) The method of Claim 51, wherein said enhanced information comprises providing said information in emphasized form.

55. (withdrawn, currently amended) ~~An advertising~~ method utilizing the system of Claim 15, comprising the following steps:

Including at least one website address and corresponding telephone number for each available ~~merchant~~website proprietor in said system's searchable data free of charge to said ~~merchant~~website proprietor, for retrieval by system users in response to a user query for said ~~merchant~~website proprietor; and

including said ~~merchant~~website proprietors' information in system search results for user queries for comparable ~~merchant~~website proprietors free of charge to said ~~merchant~~website proprietors.

56. (withdrawn, currently amended) ~~An advertising~~ method utilizing the system of Claim 15, comprising the following steps:

Including at least one website address and corresponding telephone number for each available ~~merchant~~website proprietor in said system's searchable data free of charge to said ~~merchant~~website proprietor, for retrieval by system users in response to a user query for said ~~merchant~~website proprietor; and

including enhanced information with respect to a ~~merchant~~website proprietor in system search results for user queries for said ~~merchant~~website proprietor in exchange for payment of consideration therefor by said ~~merchant~~website proprietor.

57. (withdrawn, currently amended) The method of Claim 55, further comprising the step of including enhanced information with respect to a merchantwebsite proprietor in system search results for user queries for said merchantwebsite proprietor in exchange for payment of consideration therefor by said merchantwebsite proprietor.

58. (withdrawn, currently amended) The method of Claim 55, further comprising the step of including enhanced information with respect to a merchantwebsite proprietor in system search results for user queries for comparable merchantwebsite proprietors in exchange for payment of consideration therefor by said merchantwebsite proprietor.

59. (withdrawn, currently amended) The method of Claim 56, further comprising the step of including enhanced information with respect to a merchantwebsite proprietor in system search results for queries for comparable merchantwebsite proprietors in exchange for payment of consideration therefor by said merchantwebsite proprietor.

60. (withdrawn, currently amended) An advertising method utilizing the system of Claim 15, comprising the following steps:

Including at least one website address and corresponding telephone number for each available merchantwebsite proprietor in said system's searchable data free of charge to said merchantwebsite proprietor, for retrieval by system users in response to a user query for said merchantwebsite proprietor;

including said merchantwebsite proprietor's information in system search results for user queries for comparable merchantwebsite proprietors free of charge to said merchantwebsite proprietors;

including enhanced information with respect to a merchantwebsite proprietor in system search results for user queries for said merchantwebsite proprietor in exchange for payment of consideration therefor by said merchantwebsite proprietor; and

including enhanced information with respect to a merchantwebsite proprietor in system search results for user queries for comparable merchantwebsite proprietors in exchange for payment of consideration therefor by said merchantwebsite proprietor.

61. (withdrawn, currently amended) The method of Claim 56, wherein said enhanced merchantwebsite proprietor information comprises one or more additional website addresses for said merchantwebsite proprietor.

62. (withdrawn, currently amended) The method of Claim 57, wherein said enhanced merchantwebsite proprietor information comprises one or more additional website addresses for said merchantwebsite proprietor.

63. (withdrawn, currently amended) The method of Claim 58, wherein said enhanced merchantwebsite proprietor information comprises one or more additional website addresses for said merchantwebsite proprietor.

64. (withdrawn, currently amended) The method of Claim 59, wherein said enhanced merchantwebsite proprietor information comprises one or more additional website addresses for said merchantwebsite proprietor.

65. (withdrawn, currently amended) The method of Claim 60, wherein said enhanced merchantwebsite proprietor information comprises one or more additional website addresses for said merchantwebsite proprietor.

66. (withdrawn, currently amended) The method of Claim 56, wherein said enhanced merchantwebsite proprietor information comprises one or more additional telephone numbers for said merchantwebsite proprietor.

67. (withdrawn, currently amended) The method of Claim 57, wherein said enhanced merchantwebsite proprietor information comprises one or more additional telephone numbers for said merchantwebsite proprietor.

68. (withdrawn, currently amended) The method of Claim 58, wherein said enhanced merchantwebsite proprietor information comprises one or more additional telephone numbers for said merchantwebsite proprietor.

69. (withdrawn, currently amended) The method of Claim 59, wherein said enhanced merchantwebsite proprietor information comprises one or more additional telephone numbers for said merchantwebsite proprietor.

70. (withdrawn, currently amended) The method of Claim 60, wherein said enhanced merchantwebsite proprietor information comprises one or more additional telephone numbers for said merchantwebsite proprietor.

71. (withdrawn, currently amended) The method of Claim 56, wherein said enhanced merchantwebsite proprietor information comprises providing said information in emphasized form.

72. (withdrawn, currently amended) The method of Claim 57, wherein said enhanced merchantwebsite proprietor information comprises providing said information in emphasized form.

73. (withdrawn, currently amended) The method of Claim 58, wherein said enhanced merchantwebsite proprietor information comprises providing said information in emphasized form.

74. (withdrawn, currently amended) The method of Claim 59, wherein said enhanced merchantwebsite proprietor information comprises providing said information in emphasized form.

75. (withdrawn, currently amended) The method of Claim 60, wherein said enhanced merchantwebsite proprietor information comprises providing said information in emphasized form.

76. (withdrawn, currently amended) A ~~n-advertising~~ method utilizing the method of Claim 14, comprising the following additional steps:

Including at least one website address and corresponding telephone number for each available merchantwebsite proprietor in said system's searchable data free of charge to said

merchantwebsite proprietor, for retrieval by system users in response to a user query for said merchantwebsite proprietor; and

Including merchantwebsite proprietors' information in system search results for user queries for comparable websites free of charge to said merchantwebsite proprietors.

77. (withdrawn, currently amended) An ~~advertising~~ method utilizing the methodsystem of Claim 14, comprising the following additional steps:

Including at least one website address and corresponding telephone number for each available merchantwebsite proprietor in said system's searchable data free of charge to said merchantwebsite proprietor, for retrieval by system users in response to a user query for said merchantwebsite proprietor; and

Including enhanced information with respect to a merchantwebsite proprietor in system search results for user queries for said merchantwebsite proprietor or other similar merchantwebsite proprietors in exchange for payment of consideration therefor by said merchantwebsite proprietor.

78. (withdrawn, currently amended) The method of Claim 77, wherein said enhanced merchantwebsite proprietor information comprises one or more additional website addresses for said merchantwebsite proprietor.

79. (withdrawn, currently amended) The method of Claim 77, wherein said enhanced merchantwebsite proprietor information comprises one or more additional telephone numbers for said merchantwebsite proprietor.

80. (withdrawn, currently amended) The method of Claim 77, wherein said enhanced
| ~~merchant~~ website proprietor information comprises providing said information in emphasized
form.